



Deer Valley Unified School District student-athletes and families,

We want to inform you about the upcoming changes to the AIA bylaws regarding NIL (Name, Image, Likeness) that will take effect in July. NIL is a set of rules governing the right of college and high school athletes to benefit financially from the use of their name, image, or likeness for commercial purposes, such as product endorsements. While students may benefit from the use of their NIL starting in July, there are essentially no changes to current rules. Student-athletes are still prohibited from receiving compensation for NIL endorsements that include use of any school facilities, gear, uniforms, logos, mascots, and school or district names.

Failure to comply with these bylaws may result in loss of athletic eligibility for the entirety of the student-athlete's high school career.

We also want to make you aware of several online stores that are attempting to profit from NILs, often without parents' consent. These online stores include Hometown Heroes Merchandise and Hyperlete. These are just two of the many that are surfacing. Student-athletes who sign deals or sell merchandise on company sites like these will lose their eligibility. Sadly, this has already happened to student-athletes in other districts.

The new bylaws, beginning July 2024, are below:

15.11.1.1

Name Image and Likeness (NIL): A student-athlete may benefit from the use of their name, image and likeness (NIL) provided the NIL is not connected to his/her AIA sanctioned high school team or activity program. NIL activities consistent with the guidelines in AIA bylaw 15.11.1.2 will not result in loss of amateur status. NIL activities may not be utilized to violate AIA bylaw 15.12 (Recruitment Rule). A student that is in violation of this bylaw shall immediately lose eligibility if that student, his/her family member, or anyone else on behalf of that student, enters into an agreement with an individual, corporate entity, partnership, association, or any other party or organization which violates the guidelines in AIA bylaw 15.11.1.2.

15.11.1.2

NIL Guidelines: A student-athlete may benefit from the use of their name, image, and likeness (NIL) provided:

15.11.1.2.1 The compensation is not contingent on athletic performance or achievement.

15.11.1.2.2 The compensation is not an incentive to enroll in or remain enrolled at a specific school.

15.11.1.2.3 The compensation is not provided by the school, a booster club, a collective, or any person/entity acting as an agent on behalf of the school or athletic program.

15.11.1.2.4 Intellectual property - No "marks" may be used including, but not limited to, school or district name, logo, uniforms, mascots, or any AIA logo.

15.11.1.2.5 No school or district apparel or equipment shall be worn or used that includes school or district name, logo, uniforms, mascots, or any AIA logo.

15.11.1.2.6 No AIA member school facility may be used for the purpose of NIL activities.

15.11.1.2.7 No activities in conflict with a member school's district policy may be endorsed. (Examples include, but are not limited to, tobacco products, alcohol products and controlled substances.)

15.11.1.2.8 Within five (5) school days of entering into any NIL contract/agreement, a student, or the student's parents/guardians, must notify the school's Athletic Director of the agreement.

15.11.1.2.9 Students and their families should seek professional guidance regarding collegiate financial aid, NCAA clearinghouse, legal and/or tax implications, among other concerns.

If your student-athlete chooses to utilize a NIL after July 1, please use caution and ensure that you are following all AIA bylaws. Please also notify your school athletic director of your decision.

If you have any questions, please contact your school's athletic director.

Thank you,



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